

Increasing the pool of talent from which councillors are elected is a key challenge for local government – ultimately, it's the electorate that decides who become a councillor, but we can all help to raise the quality of candidates they choose from.

If your council has elections coming up in the next few years, the LGA can offer support to help you run your own “Be a Councillor” campaigns. We've worked with a number of councils and political group offices to prepare bespoke packages which help raise curiosity around the role of a local councillor. This document gives you an oversight of some of the options available. Please note that while many of these options are covered by your LGA membership, however some may incur a small charge to recover costs. If you'd like to discuss any of these options in more detail with no obligation, then please contact beacouncillor@local.gov.uk.

<p>Resources:</p> <ul style="list-style-type: none"> ✓ Guidebook – role of councillor, how councils work, councillor viewpoints, next steps and contact details ✓ Talent Spotters recruitment guide for members/political parties etc - on the importance of Be a Councillor and ways for recruiters to tap into new talent ✓ Workbook – interactive workbook, providing a more detailed practical understanding of the role of a councillor ✓ Flyers - to market the role of a councillor and the support available ✓ Editable posters – to market role of the councillor and the support. Posters will include sections where councils can edit to include dates of events or quotes. <p><i>(standard wording available for all of these products, but can be tailored to add context and information on the specific councils/areas)</i></p>
<p>Website creation – to market and host all support materials available <i>(council/area-specific microsite linked from main Be a Councillor site)</i></p>
<p>Online eligibility quiz - meeting the legal requirements to stand</p>
<p>E-learning modules - interactive way of deciding whether it's for you</p>
<p>Increasing diversity – we can work with you to identify ways in which to engage underrepresented groups in your community</p>
<p>Banner stands - for use at marketing/training events</p>
<p>Media:</p> <ul style="list-style-type: none"> ✓ Animated or motion-picture films to showcase the role of the Councillor ✓ Photography for support materials and campaign
<p>Events – support, guidance and facilitation all available to help run events in your local area to help promote the role of councillor and democratic engagement</p>
<p>Training sessions for candidates or prospective councillor events <i>(can cover, for example: key roles, responsibilities and reasons for being a councillor; skills and behaviours of effective politicians; leadership, communication, networking and influencing styles; realities of working in a political environment)</i></p> <ul style="list-style-type: none"> ✓ Member peers can be included to lead or take part in sessions